

# DIGITAL MARKETING SPECIALIST

Job Description

**GREEDYGAME**

[www.greedygame.com](http://www.greedygame.com)

## ABOUT US:

GreedyGame is looking for a Digital Marketing Specialist to join its clan! You will be responsible for generating leads by promoting digital campaigns using SEO/SEM and social media. Your central goal is to help drive demand and build awareness for the products provided by GreedyGame as well as our clients globally.

## JOB DETAILS:

**Seniority Level:** Associate Level

**Industry:** Marketing & Advertising

**Employment Type:** Full-Time

**Job Functions:** Marketing, Operations

**Job Location:** Bengaluru

## WHAT ARE WE BUILDING?

GreedyGame is building mobile first advertising solutions. We are a platform which enables blending of ads within mobile apps and games so that they become a part of the content. This allows developers to monetise their apps and games without degrading the user experience. Check out [greedygame.com](http://greedygame.com) to know more!

## WHAT'S IN IT FOR YOU?

- Opportunity to be a part of the big disruption we are creating in the ad-tech space.
- Learn and grow at a free, open and fast paced environment.
- Office in one of the most happening places in Bangalore.
- An amazing clan and the opportunity to be a part of it, free lunch on all days of the week, fully stocked pantry within 20 feet reach, a Foosball table to burst stress and a great working environment.
- Continuous feedback system to ensure that improvement is a constant focus.

## WHAT WILL BE YOUR RESPONSIBILITIES?

- Your primary role would be lead generation for our products as well as our clients' globally by implementing B2C and B2B marketing techniques.
- Planning, implementing, and monitoring our digital marketing campaigns across all digital channels including SEO/SEM and social media.
- Brainstorm new and creative growth strategies. Monitor competition and provide suggestions for improvement.

## WHAT ARE WE LOOKING FOR?

- 2+ years of hands-on experience with SEO/SEM and lead generation.
- 2+ years of experience with Google Tag Manager, Google Adwords UAC, Facebook ads and various other social media platforms.
- Experience in digital marketing, email marketing, social media marketing and up to date on marketing technology.
- Experience in WordPress and landing pages, setting up and optimizing CPL campaigns.
- Strong logical, analytical skills and data-driven thinking. Well versed with MS PowerPoint.
- Excellent interpersonal and communication skills (verbal and written) Experience with B2B lead generation preferred.

## SKILLS AND ABILITIES:

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Google Adwords
- Facebook Ads
- Email Marketing
- CPL
- UAC
- WordPress